

## METHOD AND SYSTEM FOR IDENTIFYING INFORMATION RELEVANT TO CONTENT

### ABSTRACT OF THE DISCLOSURE

A method and system for identifying information to be associated with content of a display page. The system provides a web service through which associates of a vendor can request and receive information such as product data to be displayed on the associate's display pages. The system may receive from an associate's computer a request for product data that may include content derived from a web page on which the product is to be displayed. Upon receiving the request, the system identifies a query based on popularity of the query among users, executes the query, and provides an associate with information relating to the results of the executed query.